

RANDY HERNANDEZ

CREATIVE PROJECT MANAGER | SENIOR DESIGNER



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www.rbrandcreative.com

Dynamic creative leader with extensive experience in agency, brand, and entrepreneurial ventures. Committed to excelling in 360° campaign project management and marketing asset production. Demonstrated success with 50+ clients across B2C and B2B sectors.

SKILLS

- Creative Project Management & Production
- Process Mapping
- Risk Mitigation
- Resource Allocation
- Budget Management
- Art & Creative Direction
- Graphic Design
- PrePress Output
- Web Administration

EDUCATION

BACHELOR OF ARTS

CALIFORNIA STATE UNIVERSITY,
FULLERTON

Art & Graphic Design

SOFTWARE

- Adobe: Photoshop, Illustrator, InDesign,
- Google Suite
- Project Tools: Asana, Monday.com, Basecamp
- Figma
- Shopify
- Microsoft Office
- DAM's

EXPERIENCE

2010 - Current

FREELANCER

[R]BrandCreative | Professional Creative Services: Branding / Collaterals / Web

- Spearheading the consistent conceptualization, ideation, and execution of creative assets to harmonize with brand standards, business objectives, and project goals.
- Crafting distinct brand identities: from logo design to typography, copywriting, and online web development, pioneering new products and services.
- Strategically mapping end-to-end procedures, ensuring optimal resource allocation, budget management, and risk mitigation for project success.
- Nurturing strong alliances with external vendors, contractors, and creative talents, fostering a diverse and reliable network.

2023

SENIOR PROJECT AND CREATIVE MANAGER

Blenders Eyewear

- Drove creativity and efficiency by orchestrating multi-channel campaigns from concept to delivery.
- Contributed to the execution of viral campaigns, resulting in an unexpected 5% surge in lead generation attributed to heightened brand awareness.
- Strategized agile workflows to navigate tight deadlines and complex project scopes with precision.
- Seamlessly coordinated creative briefs, task delegation, and timelines across marketing channels.
- Fostered collaboration to align goals, resources, and productivity across departments for optimal results.
- Managed production, partnerships through clear communication and alignment.

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PROFESSIONAL HIGHLIGHTS

Delivered 22+ new product activation campaigns in 7 months, on time and under budget, increasing new customer base by 80%.

Guided production of 3 highest profit campaigns including the largest net profit month in brand history.

Delivered 38 publications in 9 months under tight deadlines within a fast-paced environment.

Streamlined creative workflow process for 30% efficiency increase, 70% error rate reduction and 10% quarterly cost reduction.

Designed and launched Magento themed e-commerce platform for new product activation in 4 months, boosting new revenue by 65%.

Successfully rebranded 5 new product lines of 200+ products to increase brand revenue by 65%, customer retention by 70% and new customer acquisition by 40%.

EXPERIENCE CONTINUED

2022 - 2023

SENIOR CREATIVE WORKFLOW MANAGER

Purple Carrot

- Championed strategic evolution of creative operations to ensure artistic direction, brand integrity, and stakeholder engagement.
- Directed end-to-end project lifecycles: from brief intakes to risk mitigation and budget management.
- Facilitated seamless collaboration across departments, identifying risks and realignment opportunities.
- Nurtured dynamic partnerships with vendors and agencies, negotiating contracts in line with budget objectives.

2019 - 2022

SENIOR DESIGNER

Eufora Beauty and Wellness

- Senior Designer elevated brand excellence across educational initiatives, events, and digital platforms.
- Enforced brand consistency by spearheading production of educational course catalogs, event announcements, webinars, and galas.
- Drove innovation by actively implementing new brand standards in product packaging, digital assets, and e-commerce channels.
- Crafted immersive experiences through development and maintenance of brand's educational Shopify portal with page design, asset creation, and user funnels.
- Streamlined operations through overhaul of brand's image library with strategic naming conventions, consolidation, and backup protocols.

2012 - 2019

ART DIRECTOR | SENIOR DESIGNER | WEB DEVELOPER

Enjoy Haircare

- Led the strategic re-design and development of the brand's flagship, community-based website, leveraging PHP/HTML/CSS and custom WordPress theming.
- Directed the creative development of brand guidelines to ensure consistency across existing and new product packaging, educational programs, and customer marketing assets.
- Directed the production of digital and print deliverables, including product packaging, marketing collateral, website graphics, video set production, and product partnerships.
- Collaborated with the Creative and Digital Marketing Director on emerging product development, including creative packaging.